



WEWS

ORDER

Print Date 08/21/12 Page 1 of 3

Flight Dates 08/21/12-08/31/12

<u>Contract / Revision</u>	<u>308389</u>	/	<u>OH Sen Maj PAC 08.21-08.31</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>				<u>Estimate #</u>	1639
	08/20/12	08/20/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	Majority PAC		1010 Wisconsin Avenue NW - Suite Washington, DC 20007	<u>Order Type</u>	GENERAL
<u>Agency</u>	Waterfront Strategies			<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>				<u>Billing Calendar</u>	BROADCAST
			<u>Sales Office</u> EWSDC	<u>Demographic</u>	A35+
1010 Wisconsin Avenue NW - Suite Washington, DC 20007			<u>Sales Region</u> NAT	<u>Rev Codes</u>	POL POL ISS
			<u>Agency Ref</u> 2	<u>Product Codes</u>	PL
				<u>Priority</u>	P-1
				<u>Advertiser Ref</u>	

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 85000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGNN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	30	\$41,522.50	\$48,850.00	0.00	07/30/12	08/26/12	30	\$41,522.50	\$48,850.00
September 2012	22	\$30,727.50	\$36,150.00	0.00	08/27/12	08/31/12	22	\$30,727.50	\$36,150.00
Totals	52	\$72,250.00	\$85,000.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	08/21/12	08/31/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$850.00	P-1	0.00	NM		\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
		Week: 08/20/12	08/26/12	-TWTF--		2	\$850.00		0.00						
		Week: 08/27/12	09/02/12	MTWTF--		1	\$850.00		0.00						
N 2	WEWS	08/21/12	08/31/12		CM	7-9a	MTWTF--	:30	3	\$850.00	P-1	0.00	NM		\$4,250.00



WEWS

Print Date: 08/21/12

Page 2 of 3

Contract / Revision **308389** Flight Dates **08/21/12-08/31/12** Hiatus Dates

Original Date / Revision 08/20/12 / 08/20/12 Order Sep 00:20:00

Advertiser **Majority PAC** Product **OH Sen Maj PAC 08.21-08.3** Estimate # **1639**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>			
														Spots	Amount		
				M-F GMA 7-9a													
				M-F GMA 7-9a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	-TWTF--		3	\$850.00			0.00							
		Week: 08/27/12	09/02/12	MTWTF--		2	\$850.00			0.00							
N 3	WEWS	08/21/12	08/31/12	M-F 9-10a	CM	9-10a			MTWTF--	:30	1	\$700.00	P-1	0.00	NM	2	\$1,400.00
				M-F 9-10a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-TWTF--		1	\$700.00			0.00							
		Week: 08/27/12	09/02/12	MTWTF---		1	\$700.00			0.00							
N 4	WEWS	08/21/12	08/31/12	M-F 12pm News	CM	12-1p			MTWTF--	:30	1	\$700.00	P-1	0.00	NM	2	\$1,400.00
				M-F 12p News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-TWTF--		1	\$700.00			0.00							
		Week: 08/27/12	09/02/12	MTWTF---		1	\$700.00			0.00							
N 5	WEWS	08/21/12	08/31/12	M-F 3-4p	CM	3-4p			MTWTF--	:30	1	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
				M-F 3-4p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-TWTF--		1	\$1,500.00			0.00							
		Week: 08/27/12	09/02/12	MTWTF---		1	\$1,500.00			0.00							
N 6	WEWS	08/21/12	08/31/12	M-F 4-5p Dr. Oz	CM	4-5p			MTWTF--	:30	3	\$900.00	P-1	0.00	NM	6	\$5,400.00
				M-F 4-5p Dr. Oz													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-TWTF--		3	\$900.00			0.00							
		Week: 08/27/12	09/02/12	MTWTF---		3	\$900.00			0.00							
N 7	WEWS	08/21/12	08/31/12	M-F 5-6p News	CM	5-6p			MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
				M-F 5-6p News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-TWTF--		2	\$1,200.00			0.00							
		Week: 08/27/12	09/02/12	MTWTF---		2	\$1,200.00			0.00							
N 8	WEWS	08/21/12	08/31/12	M-F 6-630p News	CM	6-630p			MTWTF--	:30	2	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
				M-F 6-630p News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-TWTF--		2	\$1,600.00			0.00							
		Week: 08/27/12	09/02/12	MTWTF---		2	\$1,600.00			0.00							
N 9	WEWS	08/21/12	08/31/12	M-F 7-730p	CM	7-730p			MTWTF--	:30	4	\$2,400.00	P-1	0.00	NM	8	\$19,200.00
				7-730p Wheel													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-TWTF--		4	\$2,400.00			0.00							
		Week: 08/27/12	09/02/12	MTWTF---		4	\$2,400.00			0.00							
N 10	WEWS	08/21/12	08/31/12	M-F 730-8P	CM	730-8p			MTWTF--	:30	4	\$2,600.00	P-1	0.00	NM	8	\$20,800.00
				730-8p Jeopardy													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-TWTF--		4	\$2,600.00			0.00							
		Week: 08/27/12	09/02/12	MTWTF---		4	\$2,600.00			0.00							
N 11	WEWS	08/21/12	08/31/12	M-SU 11-1135P Late Ne@M	CM	11-1135p			MTWTF--	:30	3	\$2,400.00	P-1	0.00	NM	4	\$9,600.00
				M-SU 11-1135P Late New													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-TWTF--		3	\$2,400.00			0.00							
		Week: 08/27/12	09/02/12	MTWTF---		1	\$2,400.00			0.00							
N 12	WEWS	08/24/12	08/24/12	Friday Prime Special	CM	20/20			-----F--	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
				Friday Prime Special		(9:00 PM-11:00 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						



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Print Date: 08/21/12

Page 3 of 3

Contract / Revision 308389 Flight Dates 08/21/12-08/31/12 Hiatus DatesOriginal Date / Revision 08/20/12 / 08/20/12 Order Sep 00:20:00Advertiser Majority PAC Product OH Sen Maj PAC 08.21-08.3 Estimate # 1639

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N12	WEWS	08/24/12	08/24/12	Friday Prime Special	CM	20/20	-----F--	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00	
Friday Prime Special (9:00 PM-11:00 PM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-----F--		1	\$3,500.00			0.00						
N13	WEWS	08/21/12	08/24/12	M-F 9-10a	CM	9-10a	-TWTF--	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00	
M-F 9-10a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-TWTF--		1	\$700.00			0.00						
N14	WEWS	08/21/12	08/24/12	M-F 11-12p	CM	11a-12p	-TWTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00	
M-F 11-12p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-TWTF--		2	\$1,000.00			0.00						
														<u>Totals</u>	52 \$85,000.00	